

For Immediate release

## **Downtown Memphis Commission and National Guard to crank up Court Square with Memphis International Raceway for Super Chevy Show.**

The Downtown Memphis Commission, the Tennessee National Guard and Memphis International Raceway will rev up Court Square from 10am to 1pm tomorrow with an automotive display in advance of MIR's Super Chevy Show this weekend.

DMC Director of Marketing and Special Events Dawn Vinson said, "We are thrilled to be able to help bring this patriotic display to Court Square as a kick-off for our spring Downtown Alive performance series! We hope that this free event will showcase Memphis International Raceway, one of our regional gems, and generate lots of excitement about its upcoming show."

Featured in the display will be the National Guard sponsored display entries of NASCAR star Dale Earnhardt Jr and their patriotic themed Hummer. SFC Paul Fisk, recruiter with the National Guard said, "This is a great public awareness opportunity for the National Guard. We're pleased the Downtown Memphis Commission and Memphis International Raceway are supporting this initiative. We're excited about being involved in displays with the Dale Earnhardt Jr team all over town this week in advance of Super Chevy Show this weekend at MIR."

MIR's Vice President & General Manager, Pam Kendrick said, "This is a great opportunity to get everyone downtown, especially the city and county employees, into Court Square for lunch tomorrow. They will get to see something unique that isn't normally there. This will be a chance to bring awareness to everyone about the beauty of Court Square, the service of our brave men and women in the National Guard and awareness of the first major event in 2 ½ years at Memphis International Raceway."

The Super Chevy Show will feature over 300 of the fastest Chevy powered race cars from throughout the nation. More than 100 classic and show cars will be on hand. Pro Modified's that go from 0-200 mph in about 4 seconds will take to the track. A jet car, utilizing a jet engine just like fighter jets use, will blast downtrack from 0-250 mph in about 5 seconds as well as fan favorite Nostalgia Dragsters and Wheelstander.

For more information, visit [www.racemir.com](http://www.racemir.com) or [www.superchevyshow.com](http://www.superchevyshow.com)

###

**About Memphis International Raceway:** Memphis International Raceway is a multi-faceted venue and one of the most popular raceways in the Mid South for racers and spectators alike. As a leader in its operating form and function, MIR seeks to provide its drivers with a higher level of challenge, excellence

and opportunity. MIR boasts three complete tracks, including a high-performance road course, an historic drag strip and a 3/4 mile paved tri-oval. The 1.8 mile road course features fast and challenging corners all set up by long straight-aways and is considered one of the most competitive in the Mid South. MIR is sanctioned by the International Hot Rod Association (IHRA). The IHRA, a division of FELD Entertainment, is one of the largest motorsports sanctioning organizations in North America and is a leader in sports entertainment. For more information on MIR, please visit the venue's website at [www.RaceMIR.com](http://www.RaceMIR.com).

**About Super Chevy Show Series:** Super Chevy Show is a 12-event North American series owned by the host tracks. The series showcases the best in car show, drag race, swap meet, car corral, in addition to autocross at selected events. The 2012 season kicks off in March at Palm Beach International Raceway in Jupiter, Fla., and closes in October at Rockingham Dragway in Rockingham, N.C. The series will return to Memphis Intl. Raceway, in 2012, traditionally one of the largest shows on the circuit. The series will also visit the recently re-opened Gateway Motorsports Park in St. Louis, giving Chevy fans in the mid-west a destination event on the tour. Widely considered the best brand-specific event in the country, Super Chevy Show series information can be found at [www.superchevyshow.com](http://www.superchevyshow.com)

**About Downtown Memphis Commission:** The Downtown Memphis Commission (DMC), formerly known as the Center City Commission, is the organization charged with advancing Memphis and Shelby County by making Downtown Memphis a better place to work, live, learn, invest and visit. **Downtown Alive** is a free, lunchtime performance series that takes place in Court Square and the Main Street Mall weekdays from mid-April through mid-June. More information about Downtown Alive can be found at [www.downtownmemphis.com](http://www.downtownmemphis.com).